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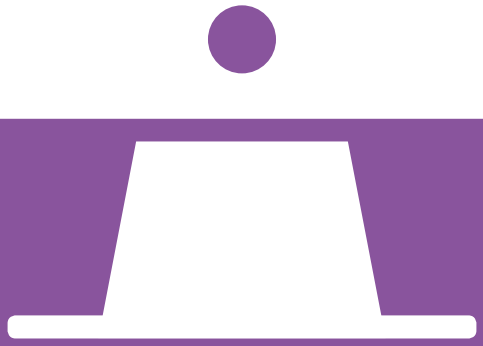

Working as a Graphic Designer means understanding how to bring imaginative ideas to life through design. Often working closely alongside brand and marketing experts, you'll follow a creative process to cover various aspects of visual communication. It's a skill needed across a variety of industries and you'll need a good portfolio to support you in securing work.

CAREER CARD
Graphic Design

v.certs

Sectors to explore

An understanding of graphic design will help open many doors in a variety of different sectors and job roles. Here are just a few to get you started:

Graphic Design

As a Graphic Designer, you may start as an assistant in an agency working on different projects or accounts for each job, or as part of a company working closely on one brand. Building up your portfolio is important as it'll secure your next job or client if you decide to go freelance.

Animation

Bringing images to life using computer design suites and video editing skills are used in a variety of industries. With the rise of social media and shareable content on sites like Facebook and Twitter, video and animation are a great way of getting your audience to access information quickly.

Creative direction

You'll use your skills as a multi-tasker, people manager and project manager to lead an agency or a team of designers across multiple projects. You'll often be expected to compete against different agencies to win contracts so perfecting your pitch and communicating your ideas properly are hugely important.

TV/Film

You might not think that a career in TV would follow a qualification in graphic design but it's really important in the experience of the production design team. You'll be looking at the big picture as well as the small details and continuity of a production. You might need extra skills such as a knowledge of history for a period drama or light and shade to create the perfect picture.

V Certs to consider include:

- **Level 1 Technical Award** in Graphic Design
- **Level 2 Technical Award** in Graphic Design

Routes to success

If you choose to study graphic design, there are a number of routes you can take to further your career such as:

- **Further study at university or college**
  You could choose to broaden your knowledge of design with a degree in Graphic Design or paired with Media skills or Animation. You could also look at a Level 3 qualification or Diploma at college.

- **Apprenticeships**
  You'll be working to a set programme of learning whilst earning money as an apprentice. This will provide you with a structured training period with a solid foundation of knowledge from which to progress in this sector.

- **Entry level roles**
  An entry level role will give you the chance to work your way up through a business whilst finding your feet, often supporting the business and its day-to-day running.

Where next?

We understand the amount of information out there can be daunting. To help, we've included a small collection of useful websites for you to visit:

The National Careers Service website offers an overview of many different careers. It's a great starting point to help you take your first step towards planning your career. www.nationalcareersservice.direct.gov.uk

All About Careers includes really useful information about specific career opportunities. You can also take a career 'test' which will give you ideas about industries you might want to explore further based on your answers. www.allaboutcareers.com

The National Apprenticeship Service offers information about what apprenticeships are and how they work. It's particularly useful as a general introduction and to help you and your parents understand the opportunities an apprenticeship offers. www.getingofar.gov.uk

Not Going to Uni is a website that aims to offer a full range of options and choices if you feel that university is not the route for you. www.notgoingtouni.co.uk

Which University? is a website that can help you decide what to study, where to study and how to get there. www.university.which.co.uk

REED Salary Checker can help if you're curious about what your earning potential could be in your chosen career. www.reed.co.uk/average-salary